GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:1679
ANSWERED ON:11.03.2008
INTERNATIONAL CONVENTION ON TEA
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Tea Board had organized a three day "India International Tea Convention" on November 22-24, 2007 at Gujarat;

(b) if so, the schemes and strategy, worked out to boost production and exports of Tea in the light of deliberations thereof; and

(c) the steps taken/proposed to be taken by the Government to implement the same?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY(SHRI JAIRAM RAMESH)

(a): Tea Board had organized a 3 day India International Tea Convention at Guwahati, Assam from 22nd November to 24th November, 2007.

(b): The Convention acted as a one stop forum and took into account the diverse cross section of Indian teas produced in the country. It gave importers and buyers sufficient exposure to enable them to make informed decisions on tea to be purchased.

The Convention attempted to evolve strategies for strengthening export and marketing of tea- and particularly the tea produced in the Northeastern part of the country with main focus on expansion of marketing, tea tourism and bringing the entire tea producing fraternity of the country under one umbrella.

(c): Based on deliberations in the Convention, the steps taken so far for tea development, quality improvement, promotion of exports etc. of tea would be continued and further strengthened. These include: participation in international and /or specialised Fairs and Exhibitions; organizing Buyer-Seller Meets in India and abroad; media publicity with logo promotion; promotion and protection of Geographical Indications of Indian tea; Field sampling at specialty stores and /or principal markets/ in store promotions & road shows; lending promotional support to Indian exporters/ foreign importers in their promotion and marketing of Indian tea brands; public relations activities to establish closer link between importers and exporters; exchange of tea delegations between India and tea importing countries; assistance to Tea Councils where India is a member for the generic promotion of Tea such as the UK, German, US and Canadian Tea Councils; and production of publicity material for distribution etc.

A number of developmental schemes are being implemented by the Tea Board for enhancing productivity, quality and marketability of tea produced in the country.The outlay of Tea Board for various Plan schemes have been enhanced to Rs. 800 crore during XI Plan period from Rs. 350 in the X Plan period.